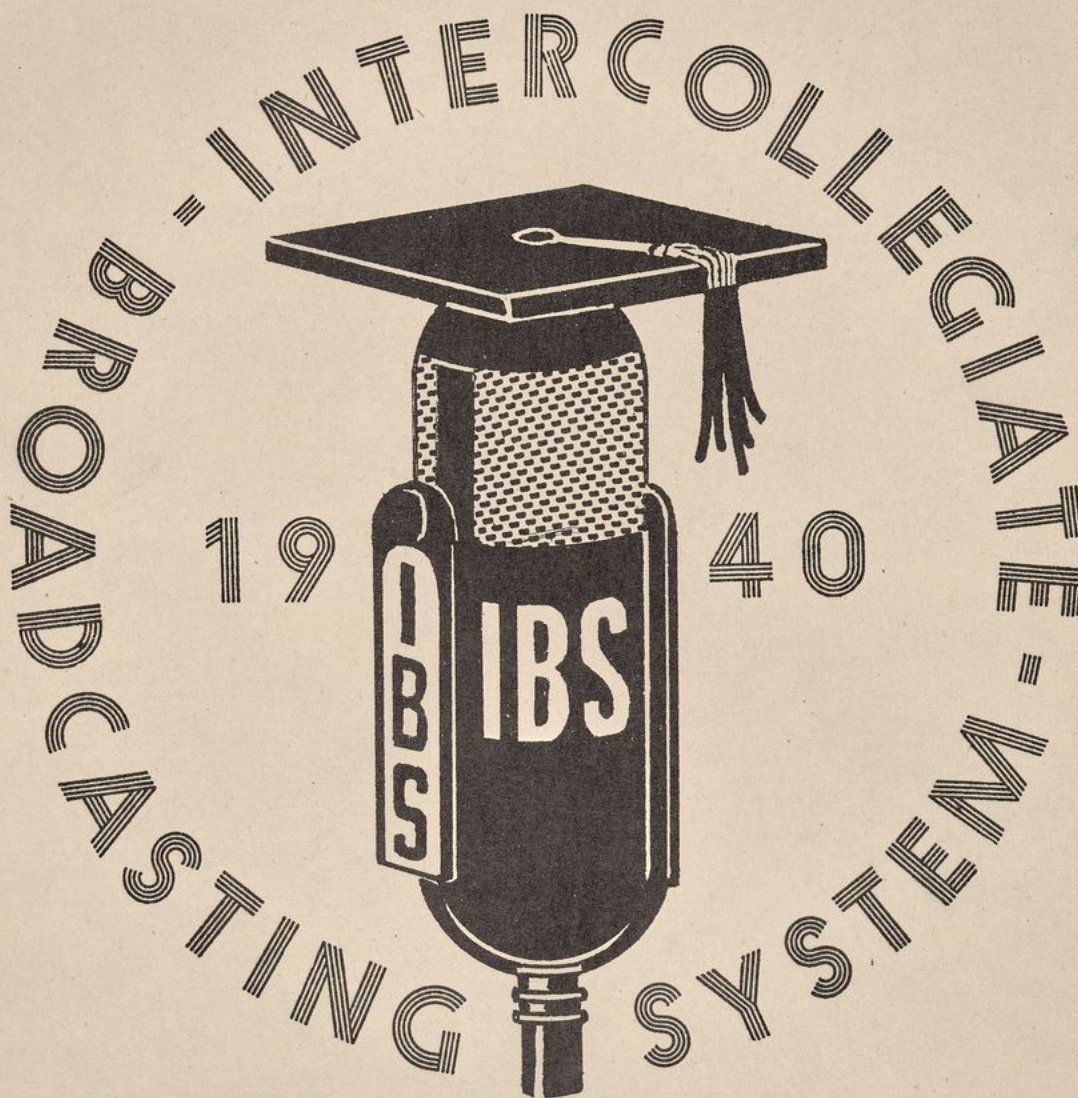


NOVEMBER

BULLETIN

1945



REGIONAL
NET IN
PENNSYLVANIA

MARY WASHINGTON
NEWEST
ACTIVE MEMBER

"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

Published by

THE INTERCOLLEGIATE BROADCASTING SYSTEM

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Full Speed Ahead!

Now that surplus electronic equipment is being released, more and more new equipment is being manufactured, and veterans are returning to the campuses, all signs point to "full speed ahead" for existing and proposed college wired-radio frequency stations.

Right now the present IBS stations have their best opportunities in years. The financial backlog from present advertising accounts gives them a chance to replace equipment that has worn out during the war and to expand facilities as the equipment becomes available. With returning servicemen on campus, more talent is available for more good shows--recorded shows can be replaced by truly collegiate shows, and the shows for network distribution will be more varied and of better quality. Some "post-war" plans are being taken care of right now on many campuses; those of a more far-reaching nature, or which involve more complete changes, are being started now and will continue over a period of time until successfully completed.

Of perhaps greater importance to all of IBS is the increasing number of stations contemplated, being constructed, or returning to the air after wartime lapses due to lack of personnel. The effects of this increase will be varied: a larger number of active colleges will increase the over-all advertising revenue, making regular network shows a reality rather than an occasionally-indulged-in experiment; advertisers are more apt to purchase time on large groups of stations; regional networks may be used increasingly for sponsored shows, with many stations carrying the show of one sponsor at one time. In addition, more people in more stations will produce more ideas--program potentials, in variety of types and production, will increase pro-

portionately; all stations will benefit from the potential variety in program and production techniques that will come from a greater number of IBS member stations.

The struggles of "reconversion" in IBS and the member stations, and real postwar expansion, are accelerating more and more...the New York Office receives two letters of inquiry one week, four the next, and more and more in the following weeks. We are heading for a wonderful future--a bigger, better, and progressive IBS working with and for the stations will make college radio an extremely important factor in college life..

NOTES FROM THE STATIONS.....

In the last six weeks all of the IBS stations have returned to the air after the summer vacation period, or with the start of the new semester. We have, in some cases, only brief items, and hope that the colleges which do not have much material here will send in more details for the Christmas issue.

Alabama

Station BRN, at the University of Alabama, returned to the air for the winter season of broadcasting on October first. Under the leadership of Jewel Hudgins, the president, the station is broadcasting an hour each day, featuring dramatic and musical programs.

Brown

Station WBRU returned to the air for the fall and winter semesters on November 5th. The studios have been improved by installation of acoustical treatment on the studio ceilings, assuring the listeners better sounding programs.

The staff for the coming semester is as follows:

President.....Bill Murphy
Secretary.....Bebe Barrett
Station Manager..Bernard Levy
Business Manager.to be elected
Publicity.....Mel Kirschner
Program Manager..Jack Hoskins
Technical ManagerJoe Beardwood
Music Director...Ken Williams

Bryn Mawr

The station at Bryn Mawr returned to the air on October 29. President Mary Camilla Williams says that the transmitter has been improved, and that the staff is looking forward to improving all of the technical facilities.

NOTES FROM THE STATIONS.....

Bucknell

The Bucknell station, which has been off the air all summer after they were requested to move from old quarters, and have not managed to find new ones, hopes to return to the air on November 12. During the summer the equipment was worked over, and changes and improvements made. The call letters, according to Director Peggy Ryan, have been changed to WBRG.

The Bucknell Radio Guild was recently made part of the Board of Publications, which makes it one of the major extra-curricular activities on campus.

Columbia

This station has been on the air almost continuously since the summer, except for a brief period when the studios were painted. The staff and program schedule remain almost the same.

Cornell

Helen Emerson, President, says that station CRG was to go on the air November 3 with the Columbia-Cornell game, providing that arrangements could be made. The week of November 5 the station broadcast part time, then carries out the full schedule--6:30-7:45 AM, 5:00-6:00 and 7:00-10:30 PM--for the rest of the year.

Harvard

The Crimson Network returned to the air on September 24 for the full term. Under the leadership of Martin Bookspan, the president, the station is planning to increase its coverage to the School of Business Administration. Among the feature shows will be the broadcast of the Harvard-Brown football game.

Haverford

Station WHAV returned to the air on September 24.

Mary Washington

NEWEST IBS STATION ON THE AIR!

Station WMWC, of Mary Washington College of the University of Virginia, began its experimental broadcasts on October 1, and is now broadcasting two hours a day, with a recorded classical show from 2:00 to 3:00 in the afternoons, and various shows, including a dramatic feature, from four to five. The schedule is as follows:

2:00-3:00	Music of the Masters
4:00-4:30	Semi-classical recordings
4:30-4:45	Radio Classes Present!
4:45-4:50	Campus news and announcements
4:50-5:00	MWC Swing Session

NOTES FROM THE STATIONS.....

Mary Washington (continued)

Vital statistics about the station:

Class A membership granted October 11, 1945

Call letters....WMWC

Frequency....600 kc.

Coverage....1100 students

Hours.....2:00-3:00 and 4:00-5:00, every Monday through Friday

Technical Facilities: the main studio is a sound proofed room, divided from the control room by a double glass window. There are remote lines running to an auditorium, ballroom, and roof garden. In the studio, there are five mikes, two dual speed turntables, and three pre-amplifiers, including an RCA 76B console.

Best of luck to staff and station!

Princeton

The fall term of broadcasting at WPRU started on November 1st. The main change here is that the transmission system is being improved. Head of the station this semester is Charles Neibel, with William Westlake doing the Programs, and Frank Westlake as Business Manager.

Radcliffe

Radcliffe's station, WRAD, returned to the air on September 26. A new transmitter for the station has been installed in Barnard Hall, improving the reception immeasurably. A new coat of paint at the station has improved the physical appearance. The system of regular exchange programs with Harvard is being continued this semester; the system adds many extra hours to each station's schedule.

Stephens

The station at Stephens college postponed its return to the air this fall so that all the equipment could be checked to insure that there was no excessive radiation. The station plans to return to the air of November 12.

Swarthmore

The staff at Swarthmore began the fall term of broadcasting on November 12. With technical facilities, especially in Master Control, constantly being improved, and plans for the opening of the Pennsylvania Network, the staff has been quite busy. Call letters are now WSRN.

Union

The Union college station, UCRS, returned to the air on November 5 for the winter semester of broadcasting. Details of the semester plans were not available at the time of publication.

NOTES FROM THE STATIONS.....

Wellesley

Station WBS, Wellesley, returned to the air on October 15. With the transmission system being changed and improved, following a visit by Dave Linton, and plans for new studios being discussed, the station staff will have a busy season.

Wesleyan

The staff of station WES, and the listening audience, have been greatly depleted since the Navy unit left at the end of October. The station will start broadcasting again on November 15, under the leadership of station president Peter Hayes, with a schedule of broadcasts Monday through Friday from 4:30 to 7:30. Plans have been made for new studios and equipment, and will be carried out as soon as practicable.

Williams

The Navy unit has also left Williams college. The new all-civilian staff plans to improve the transmission system, and had started a reorganization of the whole station. The station resumed broadcasting on November 5. In due time the station plans a hookup with Bennington College, just a short distance north, on the same plan as the Harvard-Radcliffe and Bryn Mawr-Haverford short-distance exchanges.

The station is under the general leadership of the new Business Manager, Lewis S. Somers 3rd.

Yale

WOCD returned to the air for the fall semester on November 1st. A new feature in the schedule this semester is a new night show, "Stardust Time," an all-request popular music show running from 11:00 PM to midnight. A new console and a third turntable have been installed in the studios, increasing efficiency. The station also reports that local advertising is on the upswing.

A notable show this semester was the 22 hours of continuous broadcasting on V-J day.

REGIONAL NETWORK IN PENNSYLVANIA

The four IBS stations in the Philadelphia area--Swarthmore, Haverford, Bryn Mawr, and Pennsylvania--will start operating a permanent network (to be known as the Mid-At Network of IBS) on November 15. This network will link the four colleges for an hour each evening, four nights a week, from 9:00 to 10:00 P.M. Programs will originate from the different colleges on different nights; Bryn Mawr and Haverford will send the shows Monday and Wednesday nights, Swarthmore on Tuesdays and Thursdays.

The first program, "Meet the Network," will be a one hour preview of the regular features of the network. Among these will be excerpts from the play "RUR"; portions of "The Pussycat and the Expert Plumber" Who Was A Man," from Swarthmore's Radio Workshop series, and organ solo by David Tudor; two popular numbers by Haverford's five-man jazz band; two comedy interludes representative of a Haverford variety show; and selections by the staff of the Bryn Mawr station. This first program will originate at Clothier Memorial Hall at Swarthmore.

The regular schedule of the network will be followed in the weeks beginning November 18. The regular schedule will be as follows:

Monday	9:00 PM	From Bryn Mawr
	9:30 PM	Popular or serious music from Haverford
Tuesday	9:00 PM	Organ music--David Tudor--from Swarthmore
	9:30 PM	Swarthmore Radio Workshop
Wednesday	9:00 PM	Music from Bryn Mawr
		Haverford's "Straw Hat Vanities"
Thursday	9:00 PM	Cavalcade of Great Drama--from Swarthmore
	9:30 PM	Continued

It is extremely interesting to see how these four colleges can get together and present regular network shows. We wish the pioneers in regular college network broadcasting all the good luck in the world.

Listener's Tonal Range Preferences

For years, radio engineers have been expending a great deal of time and money in an effort to achieve reproduction of tonal values that are as nearly perfect as possible--the assumption being, of course, that people prefer to listen to the best possible reproduction of sound. CBS has recently undertaken research which seems to show that this assumption is false. 498 subjects were presented with passages of various tonal ranges and volume levels, and asked to state their preferences. The "narrow" band used in the experiment is similar to the tonal range of the average set now on the market, the "wide" band is a tonal range well above that of any set yet manufactured commercially, and the "medium" band is between the two. Although there was an appreciable "no preference" vote (varying from 52% to 10%), the preferences were consistently in favor of the narrow band over the medium, and the medium over the wide. The most definite preferences for the narrow band were in classical music (just where we generally think it so important to get "good" quality!), and the greatest number of "no preference" votes were in popular music, piano solo, and female speech.

More definite preferences were found in the volume level tests, with the "no preference" vote between 27% and 2%. The preferred volume level is between "moderate" and "high" (60-70 db above the acoustical reference level), so that the preferred combination, within the limits of the study, would be a narrow tonal range, and a moderately high intensity level. It was found that these results were substantially the same for the various ages, degrees of education, sex, and musical training. It was also found that the professional musicians and FM set owners had the same preferences as the other subjects.

These experiments were conducted without informing the subjects about the nature of the differences between passages. At the close of each session, the experiment was repeated in part, this time telling the subjects which were "high" and "low-fidelity," in order to test the effect of the suggestion. There was only a slight change in the direction of preferring the wide band, and mostly among those who had previously had no preference. The only group that reversed their previous position were the FM set owners, who changed from narrow band preference to wide band preference when they were told which was which. This suggests that FM set owners have been especially susceptible to advertising based on the high quality of FM reproduction.

The authors do not believe that the narrow band preference is the result of years of radio listening, and they point to the fact that everybody hears a good deal of "live" music and, certainly, live speech, in order to support their theory that the narrow band sounds better naturally.

It is also fairly easy to influence the listener's choice of tonal range by suggestion, because tonal range is apparently not nearly as important to the listener as volume level, and his preferences are not as decided. It would be more difficult to influence the choice of volume level.

(The above is a summary of the article "Tonal Range Preference of Listeners" from the September 18, 1945 issue of Broadcasting.)

Continuing the policy started in the last Bulletin, we are printing biographies of the IBS personnel who you hear of or deal with frequently. Although it may seem strange to have the biography of someone who has been with IBS many years, remember that most of the people in the stations--even yours--have only recently become acquainted with these names and personalities.

George Abraham

George Abraham, the Chairman of the IBS Executive Committee, was born in 1918 in New York City. He attended schools there, and entered Brown University in the fall of 1936. After he graduated he did graduate work at MIT and Harvard, and later at George Washington University. At present he is an Ensign at the Naval Research Laboratory in Washington.

While at Brown he founded the Brown Network, the first college wired-wireless station. He was Chairman of the station, and, after the formation of IBS in 1940, was elected Chairman of the Executive Committee, and has been continually reelected to date.

George has worked for the World Wide Broadcasting Foundation, which operates stations WRUL and WRUW, and directed the Harvard University Broadcasts in 1940-42. He worked for the RCA Manufacturing Company in the summer of 1941; in 1942 he began his work for the Naval Research Laboratory.

George belongs to the Institute of Radio Engineers, the American Physical Society, the American Institute of Electrical Engineers, the Appalachian Mountain Club, and the Phi Delta Theta fraternity.

George married Hilda Wenz (Radcliffe '43) in August, 1944. They live in Washington.

David W. Borst

Dave Borst, the IBS Technical Manager, was born in Jacksonville, Florida, in 1918, and has lived in New Orleans, Minneapolis, Indianapolis, Bronxville, New Haven, and Schenectady. He graduated from Bronxville High School in 1936, and with an ScB in Electrical Engineering from Brown in 1940. He started work for the General Electric Company in the fall of 1940, where he worked for nine months as Student Test Engineer, two years in the Power Rectifier Engineering Division, two years in the Transmitter Engineering Division, and joined the Electronic Converters Section of the Industrial Engineering Division in September.

Dave married Helen N. Thomas (Pembroke '40) in October 1941. They have two children; Linda Joan, 2½ years, and David jr., one month.

Dave met George Abraham in the spring of his freshman year, and assumed the engineering responsibility for the Brown Network during the remainder of his years in college. He was elected Technical Manager of IBS when it was founded, and has retained that post to the present.

Lincoln Diamant

Linc set an important record in radio when, at the age of twelve, he appeared on six quiz shows in one week. The net result was six cans of Martinson's coffee. He has been answering questions and drinking coffee ever since. There is no doubt in his mind that radio broadcasting has a great future.

Linc helped found CURC at Columbia University in 1941, and worked his way up in the approved IBS-Alger style to President. During his senior year, he was active in New York commercial radio, at WNYC and then at CBS. Graduating cum laude from Columbia in June 1943, Linc was made Sound Technician for CBS-NY--they liked that degree. At that time, he insists, he was the youngest and loudest AFRA sound-man in the country. One of his important jobs was to see that nobody oiled the "Inner Sanctum" door between broadcasts. This routine began to have obvious effects, so Linc also took a part-time announcing job on WABC-FM, before that station was programmed from the CBS net. But 52 weeks of "Amanda of Honeymoon Hill" took their toll. In April, 1944, he finally found an opening in production.

He was made Assistant Production Manager of the ABC outlet in Washington, WMAL. Here he worked on Washington originations for American. He once gave Secretary of War Patterson a stick of gum, before falling over a microphone in the White House. He also got a special commendation from the Marine Corps for the show he wrote and directed over ABC in August 1944, "The Battle of Guam."

In between other things in Washington, Linc managed to do a short transcription series for the Department of Agriculture, and also tried his hand selling some time for the WMAL Sales Department. In the fall of 1944, Linc came back to New York to enter CBS production. Along the line, this deal fell through, but before he knew it, he was roughly seized, fingerprinted, given an FBI questionnaire to fill out, and then was made Night Editor of the CBS Short-Wave News Department. He was never seen in daylight again.

The IBS network show, on May 10, got Linc to thinking about college radio and IBS again, and his primary purpose at the Convention was to offer incipient radio news-writers a few tips on methods and jobs. When the IBS Business Manager's post was offered to him, he saw in it, to quote: "an opportunity to get back into college radio in its most expansive period, to help to guide it towards its most effective future." Just double talk, to get off the night shift.

But the results so far as known to all of you, and Linc is trying to keep them coming in. He was married recently, to a girl who knows nothing about radio. This, he says, was to hear a completely objective approach.

Sonia-Jane Brown

Sunny Brown started her studies at Pembroke College (part of Brown) in the fall of '41, and started to work on the Brown Network "not more than a month later." The first big job she had was to write radio adaptations of A.A.Milne's "Winnie-the-Pooh" books; the show was "laughed at, sneered at, and listened to by all those who knew the leading man was funnier when he'd had a couple of drinks." The series folded suddenly when both leading man and understudy volunteered for the Army when on a binge.

The next few months Sunny did various jobs around the station, trying her hand at every job there was--announcing, control operation, soliciting local advertising, and filling in for all absentees. Early in 1943 the station executives decided to close the station for the duration; a small group managed to keep the station on the air until a proper staff could be organized and maintained. The station gradually came back to its pre-war level; with the Navy unit on campus was an excellent source of talent, the staff managed to have a good long schedule of hours, and work out programs that were really worth listening to.

Sunny was fortunate enough to be admitted to the Northwestern Summer Radio Institute in the summer of 1944. There she took courses which "filled in the gaps" in her radio knowledge; saw as many broadcasts as possible; and met and talked to everyone on the NBC-Chicago staff who was around. After finishing at Brown (she graduated in February '45) Sunny came to work for IBS, first as an Assistant in program work, and then as Executive Secretary, the position to which she was elected at the June convention. The work still has some "odd Jobs" aspects; on the whole, though, she does direct work with the stations, and "loves" it.

Louis M. Bloch, Jr.

Lou attended Brown University, from which he graduated in 1940. He joined the Brown Network in 1938 as Business Manager, and was elected Business Manager of IBS at the first convention in 1940. He retained that position until 1945. He established the New York Office of IBS in 1941, and founded the Intercollegiate Broadcasting Station Representatives at that time. He currently retains the position of Manager of IBSR.

Malcolm P. Furman, 3rd

Mal went to New York University, where he was president of the Radio Club at the time of his graduation in 1940. He was a member of the market research staff of Young and Rubicam for two years, at the same time wrote and directed a quiz program. He left in 1942 when appointed a Cadet in the Army Air Corps; after his discharge in 1944 he joined NBC as assistant supervisor of announcers and night programming. Six weeks ago, after meeting Lou Bloch, he left NBC to join IBSR.

BOARD OF GOVERNORS MEETING

As you will recall from the Please Post issued in the first week of November, the meeting of the Board of Governors which will decide on accepting, rejecting, or changing the work of the Constitution Committee, will be held November 24 and 25 from 10 am to 5 pm at the Commodore Hotel. We have mentioned before, and want to emphasize again, that this meeting is of utmost importance for all of IBS-- the final decision of the group that meets on this weekend will shape the form and activities of the organization for many years to come.

Remember that when your station executives confer with your Board of Governors Representative to determine what your stand on all of the material released will be. Perhaps consideration of the following questions will help you in this:

- a. Will the provisions of the Constitution make for a better IBS organization, and so help our stations?
- b. Is the organization of IBS as outlined in the Constitution as efficient as possible, without sacrificing safeguards which the stations must have?
- c. Are the provisions of the Codes the sort which, if adhered to, will make our station better, and give all IBS stations workable standards to maintain? How much will we hurt other stations, and our chances for future operation, by not living up to them?
- d. Are the procedures outlined in the By-Laws as efficient and time-saving as possible?
- e. Is the wording as clear as possible?
- f. What further suggestions do we have that will make the Constitution, By-Laws, and Codes better? Will they benefit all IBS stations?
- g. What factors in the present organization of your station would make any provisions difficult to carry out? Can they be changed? If not, why not?

MISCELLANY

STOP WATCHES are on the market again. All stop watches, even American makes, are made in Switzerland, and the supply was completely cut off during the war. Now they are available again at prices which range around \$35.00. A good stop watch is the radio director's most important tool. For radio work, be sure to get the "progressive" kind of watch that can be stopped and then started again from the same place without returning to zero.

Many visitors from the stations came in to see us over vacation. We were glad to see these students--from Princeton, Williams, Cornell, Bucknell, Brown, Swarthmore, and several others. We hope that you will come to see us on your vacations--we like to meet you and talk to you at times when there aren't too many others around, as there are at conventions. Make a point to see us any time you are in New York, so we'll be sure to really know you.

A surprise visitor two weeks ago was Ens. Fred Suffa, formerly Business Manager of the Brown Network, now stationed aboard the Missouri. He told us many interesting things about action in the Pacific and Surrender Day.

Contributions: the next issue of the Bulletin will be a Christmas issue. Please send us notes on the Christmas plans at your college, and the part your station will play in them. All other contributions, especially those discussing your station's post-war plans, and equally welcome. Please, please, please, PLEASE make an effort to send regular contributions so we can really make this publication yours.